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Farmer Direct Marketing Bibliography 2001

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Special thanks to the many persons who submitted their references and contributed valuable comments and reviews.

This bibliography will be maintained through regular updates on the U.S. Department of Agriculture (USDA) Farmer Direct Marketing Web page (<http://www.ams.usda.gov/directmarketing>).

The author requests that interested persons and organizations continue to send their publications or references to:

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Jennifer-Claire V. Klotz, Economist

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Executive Summary

Direct marketing continues to grow in the United States as a method for small and medium-size producers to increase their profits. The number of farmers markets in the United States increased by 63 percent between 1994 and 2000. There are currently 2,863 seasonal and year-round markets throughout the country.

All forms of direct marketing – farmers markets, roadside stands, Community Supported Agriculture (CSA), farm to school, and pick-your-own operations – are also becoming increasingly popular with consumers who seek fresh and healthful agricultural products. Direct marketing data collected for the 1992 and 1997 Censuses of Agriculture showed that during this 5-year period, the number of farms involved in direct marketing increased 7.8 percent to 93,140 farms. The total value of direct marketing sales and direct marketing sales per farm also increased.¹

As the Agricultural Marketing Service (AMS) increases its involvement in direct marketing, it is important to facilitate access to resources for all participants: producers, vendors, market managers, consumers, academics, extension educators, and Federal and State employees. The objective of this publication is to assist in this process by compiling a bibliography of various documents concerning farmer direct marketing.

The large body of information concerning farmer direct marketing continues to grow. The first version of the Farmer Direct Marketing Bibliography was published in November 1998. This 2001 edition contains more than 70 new entries. Three new categories, “Farm to School,” “Internet Marketing,” and “ATTRA (Appropriate Technology Transfer for Rural Areas) Publications,” have been added.

The Farmer Direct Marketing Bibliography catalogs work that has been done since approximately 1980. While some pre-1980 publications have been included, the cutoff date of 1980 was selected based on resource constraints. Twenty-seven functional categories are used to divide the references from various resources including private industry, academia, and State and Federal Governments. References were compiled from various sources, primarily from bibliographies of individual publications and inquiries distributed on various Internet list servers. The bibliography will be maintained through regular updates on the USDA Farmer Direct Marketing Web page (<http://www.ams.usda.gov/directmarketing>).

¹ For more information on the Census of Agriculture direct marketing data and a State-by-State breakdown, visit http://www.ams.usda.gov/directmarketing/news_04_99.htm#seven.

Introductory Notes

Categories:

Efforts were made to create topic categories that facilitate use of the bibliography. Although some references could be listed in more than one category, they are only noted once to make the bibliography as concise as possible. Thus, each reference is listed in the category that reflects the primary component or objective of the individual publication. For this reason, users of the bibliography should keep in mind that it might be useful to check several categories when researching a particular topic.

The “Miscellaneous” section was intentionally left without further division. It largely contains articles concerning food security, consumer issues from an academic point of view, and direct marketing in relation to economic and community development.

Details:

If the National Agricultural Library (NAL) has the particular reference, the call number is noted at the end of the citation.

Additional information, such as the address of a publisher, is noted where appropriate.

The first sections (2-7) are compiled alphabetically by State. Later sections (8-24) are compiled alphabetically by author.

Articles from newspapers have been omitted.

Retrieval of Materials:

The materials listed in this bibliography, with the exception of articles in section 1, “Publications on Direct Marketing by Wholesale and Alternative Markets (USDA),” are not available from the author nor from Wholesale and Alternative Markets (USDA).

When looking for a publication that does not have contact information listed, the following is suggested for those with Internet access:

1. Check the Farmer Direct Marketing Web site’s “On-line Articles and Publications” at <http://www.ams.usda.gov/directmarketing/resources.htm>. Articles in the Farmer Direct Marketing Bibliography that are available on-line are linked from this Web page.
2. Contact the National Agricultural Library (USDA) in Beltsville, MD. Phone: (301) 504-5766 or <http://www.nal.usda.gov>
3. Cooperative State Research, Education, and Extension Service (CSREES) (USDA) maintains a Web site which provides contact information for individual States’ Cooperative Extension programs and land grant colleges and universities. An Extension educator may be able to help find the information.

To find a local Extension office, visit: <http://www.reeusda.gov/1700/statepartners/usa.htm>

4. All State governments maintain a Web site that uses their postal abbreviations. Starting from a particular State’s home page, it would be possible to get information concerning the State’s department of agriculture.

Examples:

New Hampshire State Department of Agriculture via the State of New Hampshire Web site at: <http://www.state.nh.us>

Kansas State Department of Agriculture via the State of Kansas Web site at: <http://www.state.ks.us>

For those without Internet access seeking a particular publication, contacting a local municipal or land grant university library or calling the relevant institution directly is suggested.

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5. Consumer Surveys and Analyses

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ATTRA - Appropriate Technology Transfer for Rural Areas - is the national sustainable farming information center operated by the private nonprofit *National Center for Appropriate Technology* (NCAT). ATTRA provides technical assistance to farmers, Extension agents, market gardeners, agricultural researchers, and other agriculture professionals in all 50 States.

ATTRA offers many publications about direct marketing, farmers markets, niche markets, meat marketing, sustainable agriculture, organic production, and many other topics. Below is a partial list of its available publications.

To view a copy on line, visit <http://www.attra.org>. To receive a free hard copy of these publications, call ATTRA at 800-346-9140.

Selected publications from ATTRA:

- Community Supported Agriculture
- Direct Marketing
- Evaluating a Rural Enterprise
- Farmers Markets
- Holistic Management
- Organic Certification and the National Organic Program
- Organic Certifiers Resource List
- Entertainment Farming and Agri-Tourism
- Resources for Organic Marketing
- Alternative Marketing of Pork
- Alternative Meat Marketing
- Alternative Beef Marketing
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